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JCS REVIEWED 29-Nov-2010: UNCLASSIFIED

TO AIG 8799

UNCLAS E F T O FOUO 5967

FROM DASD:PA
FOR INFORMATION AND PUBLIC AFFAIRS OFFICERS
SUBJ: PUBLIC AFFAIRS GUIDANCE MIDDLE EAST HOSTILITIES

1. A GREAT DEAL OF SPECIFIC INFORMATION INCLUDING STATISTICS IS BEING PUBLICIZED WHICH GOES FAR BEYOND OFFICIAL PUBLIC AFFAIRS GUIDANCE AND THE DAILY COMMENTS OF OFFICIAL DOD SPOKESMEN FROM ASD:PA. ASSURE THAT ALL COMMANDERS AND INFORMATION OFFICERS KNOW THAT THE UNITED STATES IS NOT DISCUSSING IN PUBLIC SPECIFICS OF EQUIPMENT SUPPLIED TO ISRAEL NOR THE EXACT MEANS OF TRANSFER NOR ANY BOX SCORES ON ESTIMATED LOSSES OF THE COUNTRIES INVOLVED. THIS PUBLIC AFFAIRS GUIDANCE IS BASED UPON FULL CONSIDERATION OF THE DELICATE DIPLOMATIC DISCUSSIONS ONGOING UNDER STATE DEPARTMENT AUSPICES. DISCUSSION BEYOND THE GUIDANCE COULD HAMPER THE PROGRESS OF NEGOTIATIONS AND IS ABSOLUTELY TO BE AVOIDED. WHEN IN DOUBT A NO COMMENT ANSWER ALWAYS WILL SUFFICE.
PAGE 2 RUEKJCS 1295 UNCLAS E F T O
SIGNED: JERRY W. FRIEDHEIM, ASSISTANT SECRETARY OF DEFENSE (PUBLIC AFFAIRS).
BT

*****WHSR COMMENT*****

JANKA

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